

Message Text

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PAGE 01 MADRID 02587 260621Z

15

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 RSC-01 DRC-01 /039 W

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R 251423Z APR 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 8719

INFO AMCONSUL BARCELONA

UNCLAS MADRID 2587

E.O. 11652: N/A

TAGS: BEXP, BTRA, SP

SUBJECT: FOREIGN BUYER GROUPS - 1974 NATIONAL COMPUTER CONFERENCE
AND EXPOSITION, CHICAGO, MAY 6-10

REF STATE 72779

1. UPON RECEIPT OF SUBJECT SHOW BROCHURES FROM SHOW ORGANIZERS, COPIES WERE FORWARDED TO AMCONGEN BARCELONA, APPROPRIATE AIRLINES, CHAMBERS OF COMMERCE, LEADING TRADE ASSOCIATION, GOS DATA CENTER OFFICES, AND LEADING INDIVIDUAL COMPANIES. USIS MADRID ALSO PREPARED AND ISSUED ECONOMIC BULLETIN FEATURING CHICAGO SHOW WHICH WAS SENT TO 1100 ADDRESSEES. CHAMBER OF COMMERCE ALSO HAS INFORMED EMBASSY THAT ITS RECENT BI-WEEKLY PUBLICATION PRESENTED INFORMATION ABOUT THE CHICAGO SHOW.

2. THE EMBASSY HAS RECEIVED INDICATIONS OF POSITIVE INTEREST FROM SEVERAL LEADING FIRMS REQUESTING ADDITIONAL BROCHURES BUT NO FIRM COMMITMENTS RE NUMBER OF PERSONS GOING TO CHICAGO CONFERENCE. NEITHER OF THE 2 US AIRLINES WERE ABLE TO OFFER ANY ESTIMATE AS TO HOW MANY TICKETS WERE SOLD TO CLIENTS INTENDING TO VISIT THE CONFERENCE. IBERIA, HOWEVER, WHICH IS STILL CHECKING WITH SALES REPRESENTATIVES, STATES INTEREST RECEIVED FROM SEVERAL LEADING CLIENT FIRMS, IBM AND RANK XEROX WERE MENTIONED, LEADS THEM TO ESTIMATE SOME 20 VISITORS AT THIS TIME. SHOULD THE EMBASSY BE INFORMED OF ANY SPECIFIC VISITORS, ESPECIALLY THOSE FOR WHICH SPECIAL ATTENTION MAY BE WARRANTED PER PARAGRAPH 3A OF REFTTEL, THE DEPARTMENT WILL BE PROMPTLY ALERTED.

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3. EMBASSY ENDORSES APPEALS FROM CONTACTS FOR GREATER LEADTIME IN

PROMOTING ATTENDANCE AT US TRADE SHOWS IN THE FUTURE.
RIVERO

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NNN

Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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